

### **Remarks**

Reconsideration of the present application is respectfully requested in view of the foregoing amendments and following remarks. Claims 4-7 and 13-26 remain in the application.

### **Cited Art**

The Office action cites Herz et al., U.S. Patent No. 5,758,257 (Herz); Alexander et al., U.S. Patent No. 6,177,931 (Alexander); Connely, U.S. Patent No. 6,144,376 (Connely); and Yoshinobu, U.S. Patent No. 5,734,444 (Yoshinobu).

### **Claim Rejections under 35 U.S.C. § 103**

Claims 4-7 and 13-26 stand rejected under 35 U.S.C. § 103 based on a combination of the “Cited Art” mentioned above.

Independent claim 6 has been amended to include the following:

“defining plural viewing channels, including a favorites channel, which is a channel that includes the user’s favorite shows.”

This amendment is supported by the application at page 15, lines 1-14. The prior art of record does not disclose such a feature.

Independent claim 6 is further distinguished from the prior art by including “generating profiles for plural users, said profiles comprising user viewing habits and at least two other user features comprising a game habit, a chat habit, zip code, an interactive news habit, or a jukebox habit the profiles being further based on time-of-day viewing habits”. Support for this amendment is found in the application, page 16, lines 20-22.

Independent claim 7 requires said preferences of other viewers including both the favorites of the other viewers and the other viewer’s time-of-day viewing habits. The prior art of record does not disclose that both the favorites of others and the time-of-day viewing habits of others are considered in preferences of the user.

The remaining independent claims include similar limitations as those described above. Additionally, the remaining dependent claims depend from the independent claims and should be in condition for allowance for the reasons stated above.

***Interview Request***

If the claims are not found by the Examiner to be allowable, the Examiner is requested to call the undersigned attorney to set up an interview to discuss this application.

***Conclusion***

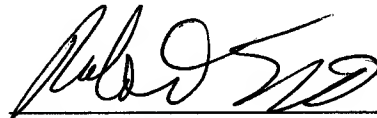
The claims in their present form should be allowable. Such action is respectfully requested.

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